

New Players Lights 25's

Count 'em.  
25 for  
the price  
of 20.

Kings & 100's  
*Also available in Menthol*

Kings 10 mg. tar, 0.8 mg.  
nicotine - 100's 12 mg. tar,  
0.9 mg. nicotine av. per  
cigarette by FTC method



Count 'em.  
25  
*of the finest*  
for the price of 20.

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

Mfrs. suggested pricing based on full-price brands. Not available in all areas.

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